

CLAIMS

What is Claimed is:

1. A method for selecting a target group of consumers from a larger group of consumers in a computer database, the method comprising:

5 providing at least non-attitudinal variables for each consumer in the database;

choosing a random subgroup of consumers from the larger group;

gathering attitudinal data based on attitudinal variables from each member of the subgroup, the attitudinal data being unavailable on the database;

10 creating attitudinal segments defined by attitudinal dimensions based on the attitudinal data;

assigning each member of the subgroup to one of the attitudinal segments using the attitudinal data corresponding to each member of the subgroup;

15 identifying a plurality of the non-attitudinal variables for each member of the subgroup based on strength of relationship between each of the non-attitudinal variables of the subgroup members and the dimensions that define each member's corresponding attitudinal segment;

calculating a probability score for each member of the subgroup based on a degree of fit between each member of the subgroup and their corresponding attitudinal segment;

20 developing mathematical algorithms each corresponding to a separate one of the attitudinal segments and capable of substantially predicting the probability score for each of the subgroup members with respect to their corresponding attitudinal segment using the

identified plurality of non-attitudinal variables and their corresponding calculated probability score;

calculating a probability score for each of the consumers in the larger group based on a degree of fit between each of the consumers in the larger group and any of the attitudinal segments by applying at least one of the developed algorithms to each consumer in the larger group; and

selecting the target group of consumers from the larger group based on the calculated probability score for each of the consumers of the larger group.

2. A method according to claim 1, wherein gathering attitudinal data from each of the subgroup comprises administering a survey to each of the subgroup.

3. A method according to claim 2, wherein creating attitudinal segments defined by attitudinal dimensions further comprises determining the attitudinal dimensions from responses to the survey by the subgroup.

4. A method according to claim 1, wherein creating attitudinal segments further comprises predetermining a number of desired attitudinal segments.

5. A method according to claim 1, wherein the attitudinal data gathered from each of the subgroup are selected from the group of attitudinal attributes consisting of brand loyalty, price sensitivity, the importance of quality versus price, brand name appeal, status or image,

style or fashion, technology loving or hating, purchasing convenience.

6. A method according to claim 1, wherein the non-attitudinal variables are objective variables selected from the group consisting of gender, income, home-ownership, age,
5 parenthood, education, geographic location, and ethnicity.

7. A method according to claim 1, wherein choosing a random subgroup of consumers from the larger group further comprises eliminating from consideration a portion of the consumers in the database based on a pre-selected variable, and randomly selecting the
10 subgroup from the remaining number of consumers.

8. A method according to claim 7, wherein the pre-selected variable is an objective variable.

15 9. A method according to claim 1, wherein the database includes approximately 85,000,000 consumers.

10. A method according to claim 1, wherein the subgroup includes approximately 20,000 consumers.

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11. A method according to claim 1, wherein the database includes over 300 non-attitudinal variables.

12. A method according to claim 1, wherein the target group represents approximately 5-25% of the consumers in the database.

5 13. A method according to claim 1, wherein at least two of the plurality of non-attitudinal variables are cross-correlated and therefore not independent of each other, the method further comprising selecting only one of the at least two non-attitudinal variables for the identified plurality.

10 14. A method according to claim 1, wherein selecting the target group comprises ranking consumers in the larger group by their respective probability score, and selecting a plurality of the consumers from the larger group based on their ranking.

15 15. A system for selecting a target group of consumers from a larger group of consumers, the system comprising:

a database storing the larger group of consumers and storing at least non-attitudinal variables for each consumer in the database;

a subgroup of consumers randomly selected from the larger group;

20 a list of attitudinal data unavailable on the database and gathered from each of the subgroup, the attitudinal data based on attitudinal variables; and

a computer coupled to the database, the computer configured to receive the list of attitudinal data and the subgroup of consumers, and configured and programmed to:

(a) create attitudinal segments defined by attitudinal dimensions based on the received attitudinal data,

(b) assign each of the subgroup to one of the attitudinal segments using the attitudinal data corresponding to each of the subgroup,

5 (c) identify a plurality of the non-attitudinal variables for each of the subgroup based on strength of relationship between each of the non-attitudinal variables of the subgroup members and the dimensions that define the attitudinal consumer segments

(d) calculate a probability score for each member of the subgroup based on a
10 degree of fit between each member of the subgroup and their corresponding attitudinal segment,

(e) develop mathematical algorithms each corresponding to a separate one of the attitudinal segments and capable of substantially predicting the probability score for each of the subgroup members with respect to their corresponding attitudinal
15 segment using the identified plurality of non-attitudinal variables and their corresponding calculated probability score,

(f) calculate a probability score for each of the consumers in the larger group based on a degree of fit between each of the consumers in the larger group and any of the attitudinal segments by applying at least one of the developed algorithms to
20 each consumer in the larger group, and

(g) select the target group of consumers from the larger group based on the calculated probability score for each of the consumers of the larger group.

16. A system according to claim 15, wherein the list of attitudinal data comprises responses to a survey administered to each of the subgroup.

5 17. A system according to claim 15, wherein the computer is further programmed to create attitudinal segments defined by attitudinal dimensions by determining the attitudinal dimensions from the responses to the survey.

18. A system according to claim 15, wherein the computer is further programmed to
10 identify a predetermined number of desired attitudinal segments.

19. A system according to claim 15, wherein the attitudinal data are selected from the group of attitudinal attributes consisting of brand loyalty, price sensitivity, the importance of quality versus price, brand name appeal, status or image, style or fashion, technology loving
15 or hating, purchasing convenience.

20. A system according to claim 15, wherein the non-attitudinal variables are objective variables selected from the group consisting of gender, income, home-ownership, age, parenthood, education, geographic location, and ethnicity.

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21. A system according to claim 15, wherein the random subgroup of consumers is created after eliminating from consideration a portion of the consumers in the database

based on a pre-selected variable, and randomly selecting the subgroup from the remaining number of consumers.

22. A system according to claim 21, wherein the pre-selected variable is an objective
5 variable.

23. A system according to claim 15, wherein the database includes approximately 85,000,000 consumers.

10 24. A system according to claim 15, wherein the subgroup includes approximately 20,000 consumers.

25. A system according to claim 15, wherein the database includes over 300 non-attitudinal variables.

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26. A system according to claim 15, wherein the target group represents approximately 5-25% of the consumers in the database.

27. A system according to claim 15, wherein at least two of the plurality of non-
20 attitudinal variables are cross-correlated and therefore not independent of each other, and the computer is further programmed to select only one of the at least two non-attitudinal variables for the identified plurality.

28. A system according to claim 15, wherein the computer is further configured and programmed to rank consumers in the larger group by their respective probability score, and then (g) select the target group of consumers from the larger group based on their ranking.